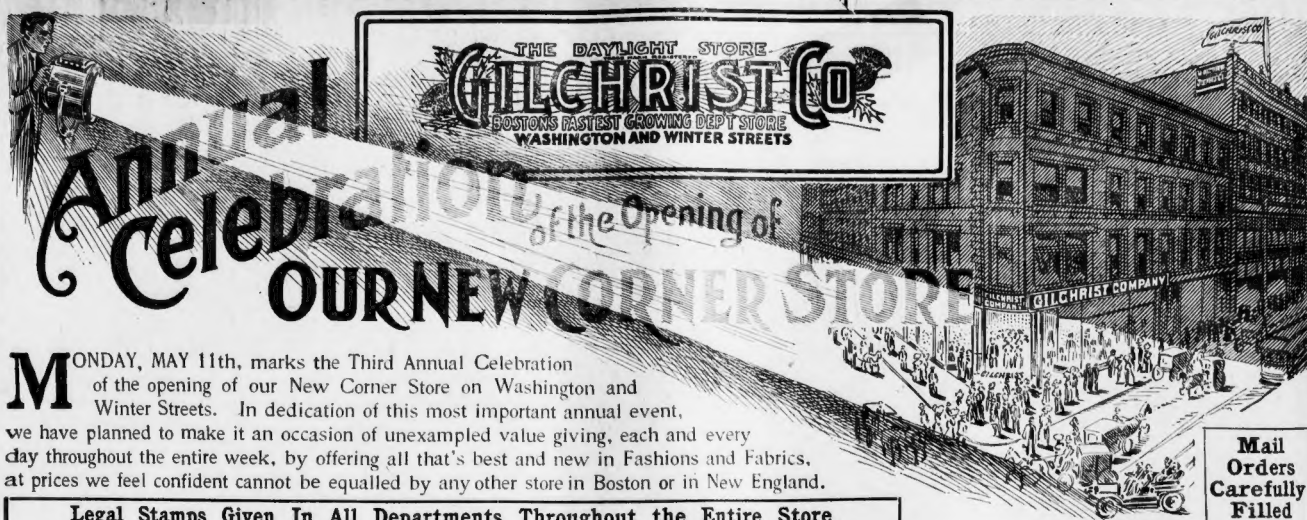




THE DAYLIGHT STORE
GILCHRIST CO.
 BOSTON'S FASTEST GROWING DEPT. STORE
 WASHINGTON AND WINTER STREETS

Celebrate the Opening of
OUR NEW

MONDAY, MAY 11th, marks the Third Annual Celebration
 of the opening of our New Corner Store on Washington and Winter Streets. In dedication of this most important annual event, we have planned to make it an occasion of unexampled value giving, each and every day throughout the entire week, by offering all that's best and new in Fashions and Fabrics, at prices we feel confident cannot be equalled by any other store in Boston or in New England.

Legal Stamps Given In All Departments Throughout the Entire Store

Mail Orders Carefully Filled

New Low Priced Neckwear, Gloves, Ribbons and Laces

Celebrating the Most Successful Women's Furnishing Store in Boston

Dainty Laces
 Wash Blond Lace, 12 inches wide, in white, for graduation dresses, also butter and arab. Value 75c. **Celebration Price 39c**

Val. Laces, French and German make, in sets of edges and insertions to match, in the desirable widths. Value 50c and 60c. Per dozen yards **25c**

Val. Laces, in matched sets of edges and insertions, all the newest dainty patterns. Value 75c and 81c. Per dozen yards **37c**

Val. Laces, the finest French Vale, in complete sets of edges and insertions. Value 1.25 to 1.50. Per dozen yards **55c**

Point de Paris Laces, edges and insertions to match, Cluny laces in white and arab, both edge and band, 3 to 4 inches wide. Value 10c and 12c. **Celebration Price 5c**

Val. Allover, 18 inches wide, figured and striped effects. Value 50c and 60c. **Celebration Price 25c**

Net Top Laces, in white, butter and arab, 4 and 5 inches wide. Value 20c. **Celebration Price 9c**

Separable Laces, in velvet, white, butter and arab, large fashion effects for waist trimming. Value \$1.00, \$1.50, \$1.75. **Celebration Price 39c-49c**

\$3.00 Twelve-Button Length \$1.79
French Kid Gloves . . .

Strictly high grade French Kid Gloves, closed out from a prominent New York importer at less than cost of import, in tans, blacks, white and ecru, actually worth and sold everywhere at \$3.00 pair, for only \$1.79—Mail orders received during Monday and Tuesday will be filled on this lot.

Lisle Thread Gloves, elbow length, in black, gray and white. Value 65c. Celebration Price 29c

Mousquetaire Gloves, 8-button length, lace kid, in white only; French suede, black only; all sizes. Worth \$1.50. Celebration Price 79c

Double Tipped Silk Gloves, 16-button length, in tan, gray, pink, blue, white and black, actually worth \$1.50 and \$1.50 pair. (Positively no mail orders filled later than Tuesday.) Celebration Price 79c

Liberty Silk Ruffs, a manufacturer's surplus stock, in all newest styles and colors; only 100 ruffs in lot. Value \$3.00 to \$7.00. Celebration Price 1.00

Children Cloth Vests, 1 1/4 yards long, in black, white and all colors. Value 50c. Celebration Price 33c

Ruchings, crepe and double val. lace neckings, worth 10c and 25c. Celebration Price 10c

New Ribbons
 Pure Silk Taffeta Ribbon, 5 1/2 inches wide, heavy, high lustre, for millinery and hair bows, white, pink, blue, cardinal, navy, new browns, old rose, greens and black. Value 25c. **Celebration Price 15c**

Moire Taffeta Ribbon, very fine quality, in white, pink and blue. Worth 37c. Celebration Price 25c

Sash Ribbons, in heavy-weight pure silk taffeta, colors white, pink and blue. Worth 45c. Celebration Price 29c

Taffeta Ribbon, 3 inches wide, in black, white, pink, blue, cardinal, navy and brown. Value 12 1/2c. Celebration Price 8c

Moire Belting, numbers 9 and 11, good stiff belting, in white, pink, blue, navy, brown and black. Worth 35c. Celebration Price 19c

Black and White Striped Ribbons, fancy checks and plaids, all high-grade goods. Worth 25c to 50c. Celebration Price 25c

Velvet Ribbon, satin back, for millinery, in black only. Worth 50c. Celebration Price 19c

Black Taffeta Ribbon, extra heavy, for millinery. Regular 25c yard quality. Celebration Price 19c

Belting, imported ribbon novelties, Persian Biscade, all colors. Worth 60c to \$1.00. Celebration Price 25c

Satine and Taffeta and Fancies, 1 inch wide, in white, pink, blue and cardinal. Worth 6c and 10c yard. Celebration Price 3c

Embroideries

Beautiful Eyelet and Embroidered Patterns, 27 inches wide, values 75c, \$1.00, \$1.37 1/2, \$1.50 yard. **Celebration Price 37c, 50c, 49c, 75c**

Swiss Flouncings, 45 inches wide, in numerous designs, values \$1.50, \$2 yard. Celebration Price 98c

Novelty Dress Flouncings, for infants' dresses. Celebration Price, 50c, 75c, 1.00 and 1.25

Boys' Clothes

Boys' Suits, ages 3 to 16 years, in blue and black chevrons and fancy mixtures. Worth \$3.00. **Celebration Price 1.95**

Boys' Reefers, sizes 3 to 10 years, in all-wool serge, chevrons and different shades of covert cloth. Worth \$1.00. **Celebration Price 2.79**

Boys' Odd Pants, straight or knickerbocker styles, in fancy mixtures, all sizes, 3 to 16 years. Regular price 75c per pair. **Celebration Price 50c**

Young Men's Long Pants Suits, in fancy mixtures, all sizes, 15 to 20 years. Worth \$7.50. **Celebration Price 4.95**

Important Reductions in Women's Apparel

The stocks of Spring Suits, Coats and Skirts offered throughout our immense second floor in this reduction sale compass every style ordained correct by the fashion makers of the country—these and many more of which space does not permit mention here.

Women's Suits, the new four-button semi-fitting effects, coat made tailored in the choicest of all wool worsteds, light and medium colors, skirt cut full 16 gore, plaited with wide fold on bottom. Value \$15.00 to \$20.00. Celebration Price 9.98

Women's Tailored Suits, fancy worsteds, serges, panama, in blue, brown, verde, green, gray, Copenhagen and black; also fancy checks and stripes, coat cut in the new Prince Chape and 'arrow front' styles, plain and trimmed with self straps, skirt cut in several styles, such as the tumbler, bare gore and full plaited with fold on bottom. Regular price \$25.00. Celebration Price 15.00

Women's Tailored Suits, in chiffon, panama, plain and striped worsteds and French serges, in all the desirable shades, coat cut in several different styles, some trimmed with braid, silk and buttons, tight and semi-fitting effects, skirts both full plaited and flare effects, finished with folds. Regular price \$15.00. Celebration Price 22.50

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Bankrupt Stock of Muslin Underwear

At Less Than Half Regular Prices

Our tremendous purchases of Women's Fine Muslin Underwear, including a splendid assortment of new and dainty Corset Covers, purchased at the auction sale of the bankrupt stock of Vischer-Hennessy Co. of New York, will be sold at the following remarkable low prices, during the week.

Corset Covers, lace trimmed, with 3 rows of hantelstitch and tucks; sizes 34 to 42. Worth 75c each. Celebration Price 19c

Women's Night Gowns, worth \$1.00 each. Celebration Price 69c

Women's Chemises, worth \$1.25 each. Celebration Price 79c

Women's White Skirts, worth \$2.00 each. Celebration Price 98c

Women's Hosiery, gauge 18 and medium, full fashioned, double socks, heels, and toes, in black and tan, some slight seconds. Value 25c. Celebration Price 19c

Women's Imported Lisle Hosiery, Hermsdorf 09s, embroidered and lace insets, imported samples. Value 60c per pair. Celebration Price 29c

Women's Split Foot Hosiery, imported Hermsdorf blacks, the insignia yarn, excellent quality. Value 35c. Celebration Price 25c

Women's Brilliant Lisle Hosiery, gauge 18 and medium, full fashioned, high upturned heels and double soles, fine imported goods. Value 75c. Celebration Price 39c

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Women's Brilliant Lisle Hosiery, gauge 18 and medium, full fashioned, high upturned heels and double soles, fine imported goods. Value 75c. Celebration Price 39c

Corset Covers, 3 rows of fine German Val. lace and baby ribbons; sizes 34 to 42. Worth 75c each. Celebration Price 39c

Women's Drawers, worth 75c pair. Celebration Price 39c

Women's Drawers, worth \$1.00 pair. Celebration Price 59c

French Hand Made Chemise and Gowns at Half Price and Less.

Women's Drawers, worth 75c pair. Celebration Price 39c

Women's Drawers, worth \$1.00 pair. Celebration Price 59c

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Corset Covers, embroidery front, lace trimmed neck and armholes, in all sizes. Worth \$1.00 each. Celebration Price 49c

Women's Drawers, worth \$1.00 pair. Celebration Price 59c

French Hand Made Chemise and Gowns at Half Price and Less.

Women's Drawers, worth \$1.00 pair. Celebration Price 59c

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Reliable Shoes Low Priced

Ladies' Tan Oxfords, in Russia calf and tan vici, some with slight imperfections, that do not injure wearing quality. All styles in blucher, buckles, ribbon ties and pumps, all of which were made to retail at \$3 to \$3.50 pair. **Celebration Price 1.79**

Ladies' Dull Top Patent Calf Oxfords, buckle cut, military heel, strictly up to date, worth \$2.50 pair. **Celebration Price 1.69**

Children's and Little Men's Polystyrene School Oxfords, tan vici kid, blucher cut, demiglasé calf blucher, patent tip, vici blucher, patent cut blucher, and patent cut button, in sizes up to 11. Actually worth \$1.25 and \$1.50 pair. **Celebration Price 99c**

Misses', Little Girls' and Ladies' Low Heel Oxfords, same styles as above, in sizes 1 1/2 to 2 and 2 1/2 to 3 1/2, worth \$2.00 and \$2.50 pair. **Celebration Price 1.19**

All our shoes at special prices are guaranteed the same as in our regular price lines.

Inexpensive Lace Curtains and Upholsteries

Scotch Lace Curtains, value per pair \$1.25. **Celebration Price 95c**

Scotch Lace Curtains, value per pair \$1.50. **Celebration Price 1.15**

Scotch Lace Curtains, value per pair \$1.75. **Celebration Price 1.25**

Scotch Lace Curtains, value per pair \$2.00. **Celebration Price 1.39**

Scotch Lace Curtains, value per pair \$2.25. **Celebration Price 1.69**

Scotch Lace Curtains, value per pair \$2.50. **Celebration Price 1.97**

Muslin Draperies, with tucks and hemstitched ruffles, also plain with hemstitched ruffles. Value 75c per pair. **Celebration Price 49c**

White Lace Curtains, ruffled, with corner motif, renaissance edge, insertion. Value \$2.00. **Celebration Price 1.45**

Cluny Lace Curtains, wide insertion edge. Value \$2.50 per pair. **Celebration Price 1.49**

Novelty Lace Curtains, on the cable net with wide slit lace edge. Worth \$4.50 pair. **Celebration Price 2.50**

Arabian Couch Lace Curtains, on cable net with corner motifs. Worth \$3.00 and \$2.50 pair. **Celebration Price 1.25**

Velour Couch Covers, two colors only, red and green. Value \$7.50. **Celebration Price 3.95**

Corded Arabian Lace Curtains, domestic made, cords, copies of real hand made imported curtains. Value \$7.50 and \$10.00. **Celebration Price 5.00 and 7.50**

Burlap Filled Screens, mission style. Value \$2.00. **Celebration Price 1.97**

Cluny Lace Curtains, wide insertion edge. Value \$2.50 per pair. **Celebration Price 1.49**

Novelty Lace Curtains, on the cable net with wide slit lace edge. Worth \$4.50 pair. **Celebration Price 2.50**

\$20.00 Purchase of Imported Renaissance Covers and Dollies

At About Half Regular Prices

24-inch Dollies, round and square, linen and lace center. Value \$1.00. **Celebration Price 59c**

36-inch Table Covers, round and square, some with hand drawn Mexican centres, others plain linen, handsome assortment. Value \$2.50, \$3, \$4. **Celebration Price 1.99, 2-25**

30-inch Centre Pieces, beautiful patterns. Value \$1.50, \$2.25 and \$2.75. **Celebration Price 99c, 1.50, 1.75**

24-inch Dollies, round and square, linen and lace center. Value \$1.00. **Celebration Price 59c**

20-inch Dollies, round and square, linen and lace center. Value \$1.00. **Celebration Price 49c**

24-inch Dollies, with hand-drawn Mexican centres. Value \$1.50 and \$2.50. **Celebration Price 75c and 89c**

Smart Clothes for Girls

Girls' Coats, of all wool mixtures and fancy cloths, neatly trimmed with velvet collars and piping, fall box back, sizes 8 to 14 years. Value \$5.00. **Celebration Price 3.98**

Infants' White Silk Bonnets, embroidered or tucked with French or ruche styles, daintily trimmed with ribbon, silk lining. Value \$1.50. **Celebration Price 69c**

Children's Cotton Gowns, blue-top styles, finished with ruffle of hemstitching on neck and sleeves, sizes 5 to 14 years. **Celebration Price 49c**

Girls' Wash Dresses, made of chambray, gingham or check, Russian blouse, guimpe or sailor styles, neatly trimmed with braid, sizes 6 to 14 years. Value \$1.25. **Celebration Price 89c**

SUREST THING YOU KNOW

Panel 1: YES, OLD MAN, YOU WANT TO TRY BY GAD—I'LL TRY THAT. MY SCHEME, WHEN MY WIFE WANTS A NEW HAT, I TOLLY HER! INTO TRIMMING UP ONE OF HER LAST YEARS HATS.

Panel 2: OH JOHN, I SAW THE LOVELIEST HAT IN —

Panel 3: SPEAKING OF HATS, I SAW JONES TO-DAY. HE SAYS HIS WIFE TRIMS HER OWN HATS. I BET SHE LOOKS LIKE A FRUIT SHE HASN'T ANY TASTE.

Panel 4: NOW IF IT WAS YOU, IT WOULD BE A DIFFERENT MATTER. I'M SURE YOU COULD TRY A HAT BETTER THAN ANY MILLINER THAT EVER LIVED. WHY DON'T YOU TRY JUST FOR FUN?

Panel 5: TAKE THIS HAT FOR INSTANCE. NOW IF YOU TOOK THE FEATHERS OFF THE OTHER ONE AND PUT IT ON THIS HAT, YOU WOULD HAVE A CREATION TO BE PROUD OF. YOU COULD SHAPE THE RIM DIFFERENT TOO AS IT IS WRELD. I ALWAYS LIKED THIS HAT BETTER THAN ANY YOU EVER WORE.

Panel 6: BOO-HOO—YOU'RE SO M'HEANT TO M'M'HE. YOU WA WANT ME TO LOOK LIKE AA D'DOWDY WEARING L'LAST YEARS H'H'HATS. BOO-HOO.

Panel 7: THERE, THERE DEAR! I WAS ONLY TONING-REALLY I WAS. WE'LL GO BEADY TO THE MILLINERS AND I'LL BUY THE BEST HAT IN THE PLACE.

Panel 8: \$75! COMES HIGH, BUT DOESN'T SHE LOOK SWELL?